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THE NORTHWESTERN Miller

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Two New Stemrust Resistant Varieties Released for Seed Increase by USDA

WASHINGTON—Two new durum wheat varieties, with better resistance to Race 15B stemrust than any variety presently available to growers, have been released by the U.S. Department of Agriculture and the North Dakota Agricultural Experiment Station for seed increase next summer in North Dakota and nearby states.

In addition to improved stemrust resistance, the new durums—Wells and Lakota—ripen earlier, have shorter and stronger straw, and yield as well or slightly better than varieties now in commercial use. Both display good characteristics for production of semolina, USDA states.

Cooperating scientists of USDA's Agricultural Research Service and the North Dakota station selected Wells and Lakota from a cross first made in 1952 between Sentry, another durum, and a progeny of a cross between varieties Ld 379 and Ld 357.

About 28,000 bu. of Lakota and 13,000 bu. of Wells are now on hand for release and distribution by the North Dakota station to durum growers for seed-increase purposes.

Race 15B stemrust struck the durum wheat crop first in 1950. Losses mounted each growing season. More than 65% of the crop was lost in 1953 and 75% in 1954. The macaroni-products industry was seriously threatened as the new race of stemrust became more and more prevalent in all durum wheat-growing areas of the U.S. and Canada.

In 1956, four rust-resistant durum varieties released by USDA and the North Dakota Agricultural Experiment Station halted seasonal development of Race 15B. However, this race of stemrust appears to have changed, and three of these varieties —Towner, Ramsey and especially Langdon—are now more susceptible to attack than when they were first used by growers, according to ARS scientists. The fourth variety—Yuma —continues to be highly resistant to rust but is less desirable in semolina quality.

In tests conducted at Fargo, Edgeley, Langdon, and Minot, N.D., in 1957-59, both Wells and Lakota resisted Race 15B better than all established durum varieties. This good resistance may be due partly to an early spring ripening date—both new varieties ripen about two days earlier than Langdon and from two to four days earlier than Ramsey.

Because lodging—bending or breaking of the stems—is a problem in durum production, the stronger and shorter straw of the new varieties is expected to increase ease of harvest and yield. Straw of Wells and Lakota measured from one to nine inches shorter than straw of established varieties in ARS tests.

William W. Suckow, Milling Veteran, Dies

FRANKLIN, IND. — William W. Suckow, Suckow Milling Co., died recently in the Johnson County Memorial Hospital. He was 74.

Mr. Suckow, widely known in the milling industry to which he had devoted his entire career, was a charter member of the local Rotary Club, a trustee of the hospital, and active in many other civic organizations. He was active in all branches of Masonic work and was honored with the 33rd degree in 1943.

He is survived by his widow, two sons, W. Richard and Robert H., a daughter, Mrs. Katheryn Drake, a sister, Clara Suckow and six grandchildren.

——BREAD IS THE STAFF OF LIFE——

Retired Miller Dies

OWENSBORO, KY. — Guy G. Gilbert, 85, retired milling company executive, died recently at a convalescent home here following an illness of a month. He was associated with J. W. Gilbert & Son Milling Co. for 30 years, and later held a position with Anglo American Mill.

——BREAD IS THE STAFF OF LIFE——

COST INDEX DECLINES

WINNIPEG — Lower food prices were largely responsible for the decrease in Canada's cost of living index reported by the bureau of statistics Feb. 4. The figure on Jan. 1 stood at 127.5 compared with 127.9 a month earlier.

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The Oldest Flour Brand in Kansas
that for more than eighty years has stood at the very top of the fine quality list.
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—A superior bread flour, milled in one of the West's very finest flour mills.
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AMBER MILLING DIVISION
Farmers Union Grain Terminal Association
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ATKINSON delivers it!
It's BIN CHECKED
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The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KAN.
CAPACITY 5,500 Cwts. STORAGE 1,600,000 Bu.

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A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
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WAUPACA, WISCONSIN

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MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT PIE AND COOKIE FLOURS
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No. 1
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American Ace
—A superior bread flour, milled in one of the West's very finest flour mills.
American Flours Co.
NEWTON, KANSAS

Every baker wants uniform flour...
ATKINSON DELIVERS IT!
IT'S BIN CHECKED
ATKINSON MILLING CO.
MINNEAPOLIS, MINN.

THE NORTHWESTERN Miller

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Minneapolis CCC Office Lists Policies

MINNEAPOLIS — In order that the grain trade may be currently informed as to the policy of CCC in making exchanges of CCC grain inventories, the various types of exchanges which this office has been authorized to make are listed below. CCC will not make an exchange for higher quality grain if it requires a monetary payment.

1. Wheat located outside of a terminal market for wheat inside a terminal market if a loading order has been or is in the process of being issued.

2. Higher quality barley for ordinary barley at market value differences, in order to meet trade requirements in the domestic market for a higher quality barley for food and special uses.

3. Grain commodities and billing or commodities without billing, kind for kind, except for wheat which shall be class for class when to the advantage of CCC in obtaining a monetary return for billing. Grain received by CCC may be of equal or lower quality than that delivered by it. Such differences in quality shall be computed at the market premium or discount. Exchanges shall be limited to the same country location and to the same switching limits of the same terminal or sub-terminal market area. Delivery of grain or warehouse receipts must be simultaneous.

4. Wheat, when to the advantage of CCC in obtaining a monetary return for quality factors or for improving the quality of CCC stocks.

5. Until July 15, 1960, exchanges of wheat stored in the mill warehouses with mills in order to keep the mill in operation for domestic requirements within this area if there is no loss to CCC. Wheat of a different class from that delivered by CCC to the mills may be accepted by CCC. Effective July 15, 1960, CCC will not make exchanges with mills for the purpose of keeping them in operation.

Effective immediately CCC country inventory grain exchanged for grain in terminal inventory positions, when authorized by CCC, will be priced on the basis of inbound on track terminal market price less freight. The terminal grain acquired by CCC will be priced on the basis of inbound on track terminal market price. In computing values of grain surrendered and acquired by CCC, factors other than freight, quality and quantity differences will not be allowed.

—BREAD IS THE STAFF OF LIFE—

Canadian Wheat, Flour Export Clearances

WINNIPEG—Export clearances of Canadian wheat and flour to all destinations for the August-January period of the 1959-60 crop year, as compiled by the statistics branch of the Board of Grain Commissioners, with comparative figures for the previous five crop years follow:

Aug.-Jan.	Total wheat	Wheat flour Totals in bushels	Total wheat and flour
1959-60	128,970,472	19,748,143	148,718,615
1958-59	123,989,749	18,731,349	142,721,098
1957-58	130,445,173	18,898,700	149,343,873
1956-57	126,090,027	18,055,968	144,145,995
1955-56	97,072,364	19,302,462	116,374,826
1954-55	114,680,856	20,215,688	134,896,544

Status of PL 480 Wheat, Flour Authorizations

Country	Contracting authorized through	PA No.	Approximate quantity metric tons
Colombia	May 31, 1960	25-31	85,000
Colombia	May 31, 1960	25-32	14,000
Iceland	April 30, 1960	40-28	8,500
India	April 30, 1960	39-32	900,000
India	April 30, 1960	39-33	700,000
Korea	April 30, 1960	24-29	50,000
Korea	April 30, 1960	24-30	100,000
Korea	April 30, 1960	24-32	40,900
Pakistan	May 31, 1960	15-51	10,400
Pakistan	April 30, 1960	15-55	50,000
Pakistan	April 30, 1960	15-56	50,000
Poland	April 30, 1960	41-31	150,000
Poland	April 30, 1960	41-32	225,000
Turkey	April 30, 1960	10-41	70,000
United Arab Republic (Egypt)	May 31, 1960	46-12	292,300
United Arab Republic (Egypt)	May 31, 1960	46-17	18,900
United Arab Republic (Egypt)	April 30, 1960	46-18	75,200

Purchases of about 1,700,000 metric tons under the authorizations listed above have been reported.

Wheat Supplies

OTTAWA — Supplies of wheat remaining on or about Jan. 1, 1960, in the four major exporting countries for export and for carryover at the end of their respective crop years amounted to 2,513,600,000 bu., virtually the same as last year's corresponding total of 2,527,500,000 bu., according to the January issue of The Wheat Review released by the Canada Dominion Bureau of Statistics. Jan. 1 supplies, in millions of bushels, were: U.S., 1,576.1 (1,511.1 a year earlier); Canada, 665.9 (718.1); Argentina, 105.5 (142.4), and Australia, 166.1 (155.9).

Total exports of wheat and wheat flour in terms of wheat from the four major exporting countries during the August-December period of the current Canadian crop year, at 362,600,000 bu., were some 1% below the preceding year's corresponding total of 366 600,000 bu.

Exports from Canada and Australia in the August-December period were at higher levels than last year while those from the U.S. and Argentina were lower. Totals follow, in millions: U.S., 161.4 (177.8 a year earlier); Canada, 134.1 (122.9); Argentina, 21.1 (39.6), and Australia, 46.0 (26.3).

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At Congressional Dinner . . .

Wheat Official Reviews Market Progress

WASHINGTON—"During the past five years, 45% of the Pacific Northwest's wheat crop has been exported under Title I of Public Law 480," reported Otto Amen, Ritzville, president of Western Wheat Associates, at a congressional dinner held in Washington, D.C. recently.

"Public Law 480 is more than a current wheat market," continued Mr. Amen, "for it provides us with the tools that enable us to stimulate the development of future markets."

Mr. Amen pointed out in his speech the various ways in which wheat growers were using foreign currency provided by the U.S. Department of Agriculture to develop foreign markets. He noted that more people in India have never been exposed to wheat foods than now populate the entire U.S. By participating in trade fairs, financing a bakers' training school, by means of village cooking demonstrations and many other projects, the U.S. wheat growers are improving the dietary deficiencies in Indian food consumption and at the same time assisting in building a physically and morally strong India to ward off a Communist philosophy of life. The wheat growers' program continues to aid in developing the agricultural, economical and political structure of the Indian economy.

In Japan, he said, a school lunch program developed by the northwest wheat producers had expanded a fledgling Japanese program until today 60% of Japanese schools include a one third pound wheat roll in a nutritious lunch served to more than 10 million school children.

An estimated 12,000 bakers have been trained at a cost of only $1.66 each, to prepare better wheat foods dishes. Twelve buses, during the past 3½ years, have given cooking demonstrations to over 1.4 million Japanese housewives. The end result has seen a 300% increase in the per capita consumption of wheat, to 90 lb. per person, over pre-war consumption. These are only two of the many Far East and South Asian countries in which wheat producers are actively engaged in developing foreign markets.

Some 180 senators and representatives from commercial wheat states, top USDA officials, important members of the Washington, D.C., grain trade and press corps, and representatives of state wheat grower associations and commissions attended the dinner sponsored by Western Wheat Associates, Portland, and the Great Plains Wheat Market Development Assn. Other featured speakers included Sen. Frank Carlson, Kansas; Rep. Gracie Pfost, Idaho, and Clarence Miller, assistant secretary of agriculture.

The dinner was the culmination of several days of activities by wheat growers' representatives from 10 states, pointing out to their respective congressmen and to USDA officials the concerted drive of wheat producers to develop and encourage foreign markets for the abundant U.S. wheat supply.

"Close cooperation between government and the grain industry to develop these future markets is mandatory," said Mr. Amen.

—BREAD IS THE STAFF OF LIFE—

$6.7 Million Deficit Noted for Seaway's Operating Year

OTTAWA—A deficit of $6,688,000 in the first year of operation of the St. Lawrence Seaway was announced April 7 in the report of the seaway authority. The canal system earned $9,214,000 in the 1959 season, but administrative, operating and maintenance expenses of $3,953,000 reduced this figure to $5,261,000. The deficit resulted from interest charges on government loans totaling $7,994,000 and a $3,955,000 provision for depreciation.

Traffic on the seaway in 1959 totaled 20,590,000 tons and 27,530,000 tons on the Welland Canal. The increase over the previous year was 75% in cargo carried between Montreal and Lake Ontario and a 29% increase for the Welland Canal.

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THE NORTHWESTERN Miller

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CONTINENTAL GRAIN COMPANY

MILLING WHEATS FROM EVERY PRODUCING AREA

ENGLISH

(Continued from page 3)

appropriate federal and state agencies;

- To promote good relations with the general public and an understanding by the public of the economic functions performed by the milling industry;
- To perform a general trade service of education among the millers of the U.S. by the dissemination of statistical and economic information;
- To conduct educational and promotional activities among consumers for the purpose of obtaining increased acceptance of mill products;
- To improve the methods and practices of the industry in the manufacture and distribution of its products;
- To establish appropriate relationships with other agencies and associations;
- To inculcate and promote a spirit of public service and responsibility among the members of the industry.

Lots of latitude—yes—but not enough to do many things which have been suggested since my nomination.

Ellis D. English

Millers must solve their specific problems with their own money, by their own initiative, and with their own blood, sweat and tears.

We must keep the federation sound, dynamic and solvent. Your help in this direction is earnestly solicited.

Review of the Past

Now a review of the past decade. During the fifties the flour milling industry has made great progress in many directions. Plant modernization has been going on at a much faster pace than most people realize. These improvements have resulted in greater flour production per man hour, higher product utilization, better sanitation, more efficient packaging, faster materials handling, better carloading, and many, many other refinements not believed possible ten years ago. Critics of our industry have said that flour milling has not changed since the adoption of the roller mill. Nothing could be farther from the truth. Change and progress have been continuous but during the fifties the tempo of improvement has been terrific.

Let's take a look at some of the specific areas of progress. I would place at the head of the list—plant operating personnel. Most companies now have college trained men in key positions of plant management. Great strides have been made in milling procedures. We have installed new machines from this country and from Europe. New wheat selection procedures indicate more progress. Great strides have been made in sanitation. Almost unbelievable would be micro-analysis comparison of today's flour with that we were shipping ten years ago. We have also progressed in packaging, materials handling, carloading, customer services and communication.

The Cash Register

In fact we have made great progress in all departments of our business—except the most important one **—The One Which Rings the Cash Register!** If I am to be worthy of your confidence I must boldly discuss this problem.

Perhaps not improper, but certainly it is illegal for the federation to become involved in price discussion, but I feel it is quite proper and not illegal for me to talk about the malady of marketing madness which is all but destroying us.

With great pride I have mentioned our progress in many fields but I cannot point with pride to progress in the field of selling our principal product. In fact we have slipped back—way, way back. Perhaps not back to the dark ages but certainly to the era of high button shoes and model T cars.

At the risk of being called immodest I believe I can claim to be a fairly articulate person, but I can't find the words to express my deep concern about existing conditions relating to the sale of flour. I am overwhelmed by a sense of frustration and futility when I think of the marketing malignancy which has afflicted our industry. There must be many others who share my feelings.

I am not pointing fingers—I just don't have enough fingers to point in all directions. The disease I speak of is not local or regional. It is national. It is industry-wide. Every company has been a contributor. Every individual is a carrier of the virus. I indict every miller in the industry! I claim no exemption for myself or my company. If there is a difference in guilt it is only a matter of degree.

Two Questions

At this point I ask two questions of mill management—

(1) What has happened to us?
(2) How will we get out of the mess we are in?

The Answers

Answering No. 1—We are dilatory in adjusting our selling policies to the revolution which has been going on in transportation and distribution. We became panicky and we lost control of our sales organizations.

Before attempting to answer ques-

(Turn to ENGLISH, page 31)

I-H
QUALITY MILLED FLOURS
Ismert-Hincke Milling Co.
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Lyon & Greenleaf Co., Inc.
MILLERS OF
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The Oldest Flour Brand in Kansas
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MINNEAPOLIS, MINN.

THE NORTHWESTERN Miller

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Primary area of operation will be the commercial crop regions of the north central states. Headquarters for the council will be in Minneapolis. The merger is expected to provide more combined effort in the field of improving the quality of wheat and other crops.

"Agricultural research, control and education have never received supporting funds commensurate with the importance of agriculture in the economy of the state or nation," said Mr. Stevens. "Higher priority must be placed on the needs of agriculture for research in terms of staff, buildings, equipment and operating funds. The Crop Quality Council will work toward this goal," he added.

Mr. Stevens announced that funds for the council are expected to come from several different sources. Voluntary yearly contributions will be solicited from industries which process, transport or handle agricultural products from producer to consumer. Agricultural producers, producer organizations and businesses which sell products or services to producers or processors will be called upon for support. He also stated that many individuals, companies, foundations and organizations will undoubtedly wish to further the purpose and objectives of this tax exempt, educational and research organization.

Cooperation will be sought with federal and state departments of agriculture, agricultural colleges, experiment stations, farm organizations, cooperatives and commodity groups, scientific societies, national and state processors, transportation organizations, handlers and other businesses serving agriculture.

One of the programs planned for action by the Crop Quality Council is to maintain and improve the historically high quality of spring wheat. Other projects will stress the use of crop seeds which are best adapted to local conditions, have highest quality and are agronomically and economically best. The council will also act as a clearing house for information on crop improvement and rust control.

The Rust Prevention Assn. was organized in 1922 and the Northwest Crop Improvement Assn. in 1928. The merger was effected by a task force of four men—Mr. Stevens; Totton P. Heffelfinger, president, F. H. Peavey & Co.; P. Norman Ness, vice president, International Milling Co., and Royce Ramsland, manager of Minneapolis grain operations, General Mills, Inc.

Members of the Board

Members of the interim board of directors of the newly organized Crop Quality Council are Mr. Stevens; Mr. Heffelfinger; Mr. Ness; Robert S. Macfarlane, president, Northern Pacific Railway Co.; Clarke Bassett, senior vice president, First National Bank of Minneapolis; J. A. Bolton, president, Atwood-Larson Co.; C. R. Carlson, Jr., vice president, Deere & Co.; Thomas C. Croll, assistant general manager, Farmers Union Grain Terminal Assn., and William McG. Rait, Pioneer Grain Co., Ltd., Winnipeg, a representative of the National Macaroni Manufacturers Assn. Executive secretary of the council will be Donald G. Fletcher, who has served with the Rust Prevention Assn. for 38 years. On the staff will be Dr. Eugene B. Hayden, who has been associate secretary since 1956.

—BREAD IS THE STAFF OF LIFE—

Canadian Export Clearances Climb

WINNIPEG — Aggregating 5,778,000 bu., Canada's wheat and flour export clearances for the week ended June 9 more than doubled the previous week's output of 2,460,000 bu. The latest shipments included 954,000 bu. in the form of flour, of which 503,000 bu. went to International Wheat Agreement countries. The flour total a week earlier amounted to 327,000 bu. in terms of wheat, and all but 20,000 bu. of this was for IWA destinations.

All of the wheat went to IWA countries. This movement comprised 2,175,000 bu. cleared to the U.K.; 1,043,000 bu. to Germany; 513,000 bu. to Japan; 379,000 bu. to the Netherlands; 322,000 bu. to Belgium; 180,000 bu. to Switzerland; 117,000 bu. to the Dominican Republic and the remaining 95,000 bu. to Norway.

American Ace

—A superior bread flour, milled in one of the West's very finest flour mills.

American Flours Co.
NEWTON, KANSAS

WOLCOTT & LINCOLN, Inc.
GRAIN MERCHANTS
Operating:
Chicago Great Western Elevator, Kansas City
Wolcott & Lincoln Elevator, Wellington, Kansas
Main Office: KANSAS CITY, MO.
Board of Trade Building

STRATTON-THEIS GRAIN CO.
Operating Union Terminal Elevator
3,000,000 bus.
CHRISTOPHER HARRIS
Treasurer and Manager
St. Joseph, Mo.

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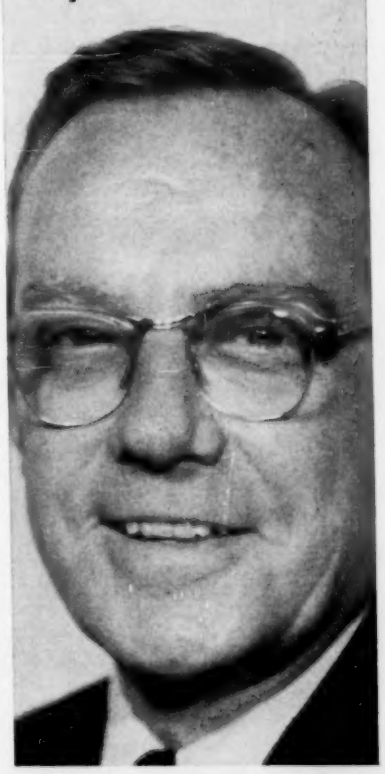

George Potts brings 20 years of experience in the milling and baking industries to his new position as advertising sales manager of The Northwestern Miller.

When you're looking for market data, you can always depend on George for help . . . call Franklin 4-5200 or write to him at 2501 Wayzata Blvd. in Minneapolis.

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Buffalo's Labor Strife 'One Large Headache' for Milling

Buffalo's waterfront, where the milling industry's heartbeat is loud and sufficiently strong enough to govern the whole community's general health, is becoming a keen source of annoyance—to put it mildly—to some of the industry's biggest businessmen. A couple of them spoke frankly on the subject while in Buffalo recently.

"This city's waterfront, site of General Mills' largest operation, is also the company's biggest 'trouble spot'," said Charles H. Bell, GMI's president.

Gerald S. Kennedy, board chairman, followed through by remarking that GMI's Buffalo flour milling and cereal operation is "down" more often for less cogent reason than any of its 42 plants across the country. Mr. Kennedy himself spent 19 years at the firm's waterfront mills in Buffalo.

Both GMI officials were in Buffalo Sept. 26 for the annual "field day" meeting of directors held at the Statler Hilton Hotel.

Labor's Position

Mr. Kennedy remarked that Buffalo's waterfront laborers have wages and fringe benefits equal to or better than any in the U.S., and that not a single city in the U.S. can point with more pride than Buffalo when it

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C. D. Howe, Vigorous Figure On Canadian Scene, Succumbs

Clarence Decatur Howe, engineer by training, builder by profession, politician by choice—one of Canada's most colorful figures—died at his home in Montreal Dec. 31 of a heart attack. Mr. Howe was 75, and while not too well recently, his death reportedly was unexpected.

Clarence D. Howe

Long a controversial figure in the political arena, Mr. Howe had been chairman of the board of directors for Ogilvie Flour Mills, Ltd., since April 23, 1959. At that time he succeeded Gordon Ball, who died earlier in the year. During his 22 years as a Liberal cabinet minister (1935-1957) the forthright Mr. Howe held more cabinet posts than any other Canadian. Descended from Joseph Howe, a battling statesman from Nova Scotia, C. D. Howe actually was a New Englander who migrated to Canada and became a Canadian citizen in 1913. Though lost to the U.S. at that time, Mr. Howe held fast to the get-up and go of his Massachusetts forebears.

As those who knew him can testify, his one set purpose in life—driven by the fire of conversion from Americanism to Canadianism as a Christian saved from paganism—was to serve Canada, first, last and always.

Public Service Career

His career of public service in Canada included periods as minister of railways and canals, transport, munitions and supply, reconstruction, trade and commerce, and defense production. He was the federal government's boss-man of the Canadian Wheat Board and the Board of Grain Commissioners during the years that he headed the Department of Trade and Commerce.

Mr. Howe frequently was referred to as Canada's No. 1 optimist. He never lost that optimism following his personal defeat in the June 10 general election when the Liberal party was swept from power.

At the time of his defeat, the Montreal Star said editorially, "Mr. Howe, in his own field, was a figure distinct and unique in our politics, a very great figure, a man of vast talent and ability. It seems a pity that the little dogs are barking at his heels now, trying to prove to themselves that they are not little dogs at all, but great big masterful hounds shaking off the unimportant creatures that have been pestering them. In this they prove themselves smaller and far less generous than the man they attack." «

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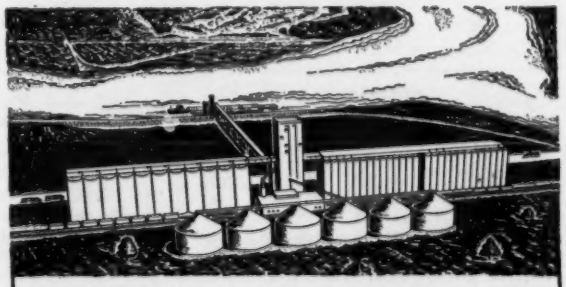

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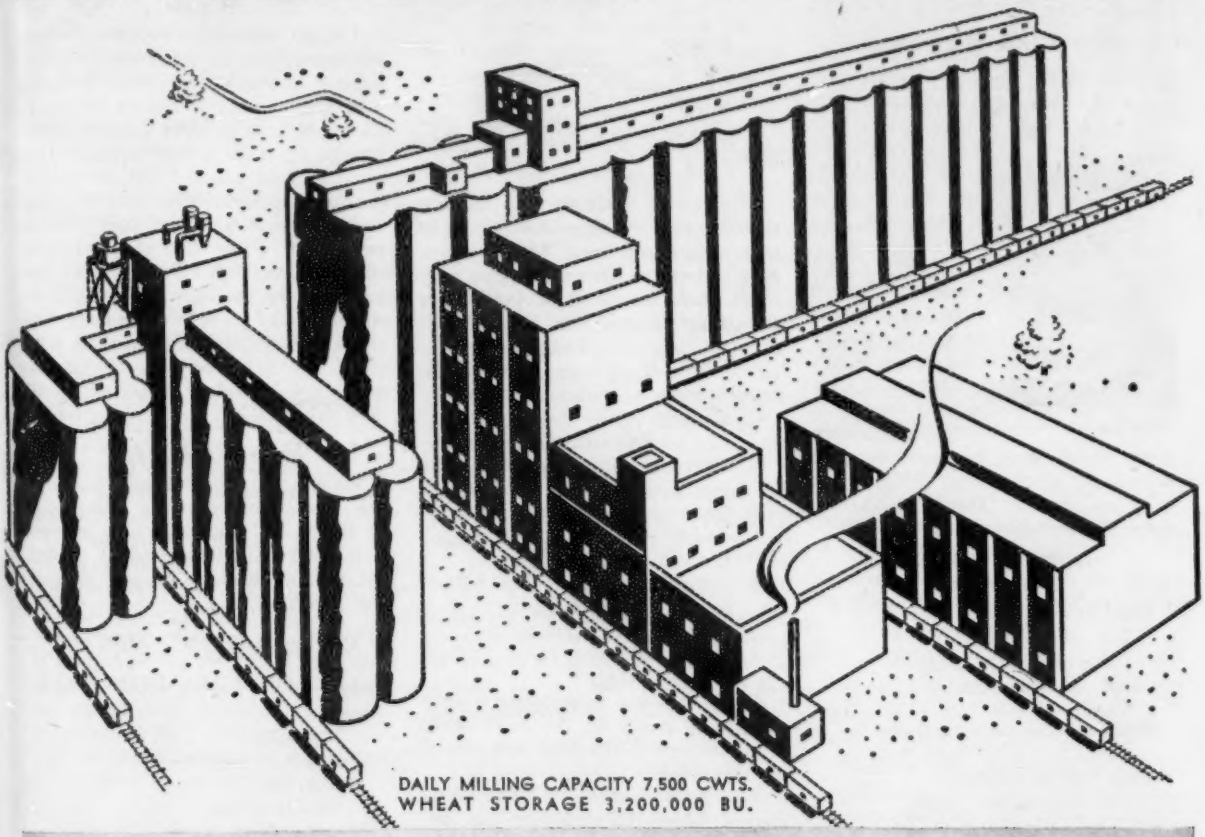

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